CANADIAN MOVING PICTURE

DIGEST

JAY L. SMITH
EDITOR AND
PUBLISHER

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RAY LEWIS
FOUNDER
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P.A. Tours Sell Canadian Public

On The beam

By JAY L. SMITH

The demand for Italian-language films has increased a great deal in Canada since the days when Ray Lewis was pioneering with the distribution of "The Barber of Seville" and "Shoe Shine." A number of Art theatres have been developed, from Coast to Coast, with Italian, French, German and British films presented with great success at these Art Cinemas. In addition, there are one or two theatres in the Dominion which due to the influx of immigrants from Europe, are catering almost 100 percent to certain language groups.

This is true of the Studio and Pylon Theatres in Toronto, and the Royal Theatre in Montreal, which cater strictly to Italian audiences. While there has been a number of Italian-language films imported into Canada in recent years, the demand has also increased in certain situations to the extent that it exceeded the supply. In addition, Canadian distributors who have been handling Italian-language films have been rebelling at the prohibitive terms being asked by the Italian producers and their representatives for Canadian rights to the Italian films. Finally, the more important Italian films are being dubbed into English, and Canadian distributors prefer to import the English-dubbed versions, figuring rightly enough that they get many more runs on the English-language versions.

Now, something new is being added to the foreign-film scene. In order to satisfy the demands of those theatres that are catering to exclusively Italian-language audiences, Reg Wilson, head of M-G-Ms' 16 mm. division, has had 16 mm. prints brought in on "Waterloo Bridge," "Invitation"

(Continued on Page 4)

Bert Lytell Sells Zanuck's First C'Scope Production "Egyptian"

Following on the publicity shattering tour across Canada of MGM's Ruta Lee, one of the brides in "Seven Brides For Seven Brothers," 20th-Fox toured Bert Lytell on behalf of Darryl F. Zanuck's "The Egyptian" in three Canadian cities.

The successful results from both personal appearance tours, should encourage other film companies to follow suit, and continue an old stand-by of film business showmanship that has been in force in the U.S. since the first beginnings of the industry. The Ruta Lee tour received over 20,000 lines of free

(Continued on Page 6)

I. Stern JARO's New Toronto Branch Mgr.

J. Arthur Rank Film Distributors (Canada) Ltd., stated that effective September 6th, Mr. Irving Stern takes over the Branch Managers' position of this company in

(Continued on Page 3)

Canadian Paramounteers Aim For Record 40th Sales Drive

A 35 year heritage of top stars, top grossers and the advent of Paramount's first VistaVision feature, "White Christmas" will back up the efforts of Canadian Paramounteers, under the direction of Paramount's Canadian general manager Gordon Lightstone and Drive Captain Win Barron, to reach a new all time high in the 40th Anniversary sales drive launched last week. Mr. Lightstone has just returned from a special 3 day sales conference, devoted principally to "White Christmas," presided over

(Continued on Page 6)

Shelly Film Building New TV Film Studio

Shelly Films Ltd., has bought one and one-quarter acres of land at the west end of Long Branch, Ont., for the erection of an estimated $400,000 studio, for the production of TV films. The com-

(Continued on Page 5)

Franklin Announces New Moncton Theatre

Joseph M. Franklin, president of Franklin-Herschorn Theatre Co. Ltd., has announced that construction of another unit in the company's chain of theatres in the Maritime provinces is expected to start in Moncton, about Oct. 1st.

Situated on the corner of George and Highfield streets, this will be the first theatre in Canada

(Continued on Page 4)

CASINO'S STAGE SHOWS HALTED

The management of Toronto's Casino theatre, the last outpost of vaudeville in the Dominion announced on Tuesday that members of the Toronto Musicians Assoc. failed to report for work. The result of this action will be a stoppage of stage shows and grew out of the fight between AGVA and the AFM. Starting this week, the Casino will go to a straight film policy, unless the unexpected happens.

Keep your on

FRANK H. FISHER
(See Page 3)

"Prosperous Product For Drive" States UA's Charles S. Chaplin

Backing the most impressive line-up of important productions in United Artists" history, a six-month Drive in honor of Robert S. Benjamin, Chairman of the company's Board of Directors, started Sept. 5. William J. Heineman, Vice-President in charge of Distribution, and B. G. Kranze, General Sales Manager, will serve as co-captains of the Drive.

Charles S. Chaplin, Canadian general manager, stated that the product to be released during the current drive will provide all exhibitors with "prosperous product"

(Continued on Page 4)

International Cinema Re-opens with IFD Film

Featuring the Labor Day weekend in Toronto was the reopening of the International Cinema with "An Inspector Calls", which tied in nicely with the investigation by ex-Inspector Robert H. Fabian of

(Continued on Page 4)

JARO PLANS 10th ANNIVERSARY SALES DRIVE

"Dear Mister Gable:
Millions of movie-goers who are packing theatres to see you in 'Gone With The Wind' are looking forward to your next picture 'BETRAYED.'"

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MGM Stars Taylor

Director Roy Rowland completed the filming of the M.G.M. production "Many Rivers To Cross," featuring Robert Taylor, Eleanor Parker and Victor McLaglen.

Keep Your Eyes On

FRANK FISHER

Frank H. Fisher was appointed a director of Odeon Theatres (Canada) Ltd. and Odeon Theatres Ltd. and became a Vice-president of J. Arthur Rank Film Distributors (Canada) Ltd. last week.

General Manager of JARO, since 1947, Mr. Fisher joined Odeon Theatres in 1944 as chief buyer and booker and later became Western Division Manager of Odeon Theatres. Appointed as General Sales Manager on January 1, 1947 of the distribution companies handling JARO films in Canada, including Eagle-Lion Films of Canada Ltd., he became its General Manager, in July of the same year, a post he has held since that time.

He was first associated with the motion picture industry in 1926 joining Canadian Educational Films in Calgary. He later became Branch Manager in charge of the Calgary territory prior to moving to Toronto with Empire Films as salesman. He was appointed to the position of Office Manager of the Toronto branch of Empire-Universal, retaining that position until 1938, when he was transferred to Quebec as Montreal Branch Manager.

In 1939, Mr. Fisher returned to Toronto as Branch Manager, and in 1940 became Assistant Canadian General Manager of Empire-Universal.

Born in Toronto, "Frank" as he is familiarly known, was educated in Calgary, but is widely known throughout the Dominion and is personally acquainted with practically every theatre town in Canada.

He is married to the former Ruby Roberts, one of Canada's top - ranking tennis players. They have two sons and a daughter. Mr. Fisher is immediate past president of the Canadian Motion Picture Distributors Assoc., a director of the Canadian Picture Pioneers and of the Rotary Club, Toronto.

Across the Country

Toronto and District

Adding a Roy Rogers' picture, "Grand Canyon Trail", to the Saturday matinee program, Manager Bill Burke of the Capitol Theatre, Brantford, put on a stunt that tied in with the Canadian National Exhibition and its grandstand show, featuring the Western star.

A draw was conducted for the juveniles and the first prize consisted of transportation for two to Toronto and back, plus a pair of CNE grandstand tickets to see Rogers in person.

• • •

With the local choristers returning to the Limestone City after a summer of church services in London, England, the Odeon Theatre, Kingston, played up a highly appropriate picture, "The St. George's Cathedral Choir Singing in Westminster Abbey."

• • •

For the wind-up of the school vacation season, Hilly Yudin of the Centre Theatre, Peterborough, put on a splash program for Friday and Saturday with three Westerns for the kids and a stunt in which he gave away two Roy Rogers shirts, courtesy of Black's store to boys or girls who occupied lucky seats each day. The pictures were "Bells of Coronado", "Night Stage to Galveston" and "Phantom Stallion".

• • •

The Granada Theatre, Hamilton, a unit of Famous Players, was looted by a night prowler, a quantity of confectionery being stolen from the refreshment bar. Jack Hunter's Delta Theatre there had also been robbed in a similar manner while his Bay Theatre in downtown Toronto also suffered a boxoffice loss totalling $134.

• • •

Arch H. Jolley, executive secretary of the Motion Picture Theatres Association of Ontario, started off for the season on his service-club circuit when he made a personal appearance for the film industry Aug. 30 as guest speaker at the dinner meeting of the Aurora, Ont. Rotarians.

Ottawa

Ottawa is to have another art theatre in the near future. National Theatre Services Limited, operators of the Glebe Cinema, have closed the Century, located deep in the west-end of the city. The theatre will re-open as the Towne Cinema.

• • •

The new movie season was officially opened in Ottawa over Labor Day holiday with traditionally established midnight shows for which patrons go for in a big way.

• • •

CinemaScope installations have been completed at the Elmdale Theatre, making NTS's big West End house the fourth in the capital city to be equipped with the new projection medium. Others are the Capitol, Odeon and Nelson theatres.

• • •

If hold-overs and long runs are any criterion, Ottawa must be one of the best movie-going centres in Canada. The High and the Mighty (Odeon), Three Coins in the Fountain (Capitol), Scotch on the Rocks (Glebe Cinema) and Times Gone By (Little Elgin), are all enjoying extended engagements.

Maritimes

Mr. Harold Gaudet has made a number of improvements in his Capitol theatre at Summerside, P.E.I., and has increased his seating capacity from 550 to 800. He has installed CinemaScope with four-track Stereophonic Magnetic Sound and opened on Sept. 5 with "The Robe".

• • •

The Prince Edward Theatre, Charlottetown, P.E.I., (F. G. Spencer Company Limited), has installed CinemaScope with four-track Stereo-

(Continued on Page 6)

STERN

(Continued from Page 1)

the Toronto branch.

Irving Stern has been associated with the JARO Company since its inception in Canada ten years ago. Coming from a show business family, Stern has been active in the trade most of his life, including five years with Empire-Universal. His father was the late Max Stern, a Pioneer of the film industry in Canada. Active in many of the film business organizations, he has earned the respect and recognition

IRVING STERN

of the trade at large, and especially of the exhibitors of Ontario.

This change was brought about through the resignation of Mr. J. S. (Joe) McPherson, who has been with JARO for the past eight years. Prior to Mr. McPherson coming to Toronto, he was branch manager in Winnipeg.

First VV From Rank Life Of George Wilson

The first picture to be made in England with the use of the Vista-Vision cameras, will be "The Life of George Wilson," to be shot at Pinewood Studios. J. Arthur Rank Organization is the producer.

DIGEST DITTOS

APRIL 3, 1920

Ben Geldsaler, manager of Allen's Bloor theatre, appointed manager of the new Allen theatre, the Parkdale. J. B. Cronk, General Manager for the Allen's read telegrams from some stars and Luigi Romanelli played a violin solo at the opening.

—Reprinted from the Canadian Moving Picture Digest.

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On the Beam

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and "Mutiny on the Bounty," DUBBED IN ITALIAN, and the Pylon Theatre, Toronto, and the Royal Theatre, Montreal, have installed 16 mm. equipment in addition to their regular 35 mm. equipment.

"Waterloo Bridge" opened at the Royal, Montreal, Sept. 3rd, and "Mutiny on the Bounty" is scheduled to open at the Pylon, Toronto, Sept. 13. These are test engagements, and Reg. Wilson states that more Italian-dubbs will be brought in if distribution on these first pictures proves profitable. Big factor, of course, is the low print cost for the 16 mm. films, with duty, in comparison to the cost of importing 35 mm. Italian prints.

Alex Metcalfe, General Manager of Sovereign Films, which handles the 16 mm. releases for RKO, Universal, Columbia and Republic, advises that he also has been approached in respect to 16 mm. Italian-dubbs, and is currently checking the availability of several important films.

If this trend continues, it can well sound the death-knell for all original Italian imports. The representatives of the Italian film producers would be very wise to consider if they are not being foolish to price themselves out of the Canadian market, as it seems they are doing.

Very much the same thing happened in Quebec with the original French productions, which are not grossing anywhere near the revenue they did a few years ago, while the French-dubbed American films are piling up the grosses. Here too, it was the greediness of the French producers, or their representatives, that forced the Canadian distributors to bring in French-dubbs, instead of paying the fancy prices demanded for original French films. It looks like once more, history is going to repeat itself.

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UA DRIVE

(Continued from Page 1)

to make it the exhibitors as well as United Artists' most prosperous 6 months.

The Drive, which will award $50,000 in prizes to the winners among United Artists' 32 competing branches, supports the "blockbuster-a-month" releasing program announced recently by President Arthur B. Krimm. Among the blockbusters are:

"The Barefoot Contessa," Joseph L. Mankiewicz's Technicolor drama starring Humphrey Bogart and Ava Gardner; "Vera Cruz," the Hecht-Lancaster Technicolor epic starring Gary Cooper and Burt Lancaster; "Sitting Bull," first United Artists release in CinemaScope, starring Dale Robertson, Mary Murphy and J. Carrol Naish; and "Suddenly," suspense thriller starring Frank Sinatra in his first dramatic role since winning the Academy Award.

The salute to Mr. Benjamin, which will place emphasis on a drive for billings and collections, will be divided into four laps; the first lap from Sept. 5 to Oct. 16; the second from Oct. 17 to Nov. 27; the third from Nov. 28 to Jan. 1, and the "home stretch" from Jan. 2 to March 5.

The 32 UA branches in the United States and Canada will compete in three groups of equal grossing potential.

CINEMA RE-OPENS

(Continued from Page 1)

Scotland Yard into the mysterious disappearance last year of Marion McDowell, under Toronto Telegram sponsorship.

The International Cinema has been improved with new seats, air-conditioning, wide screen and re-decorating.

Bow Tamely To Me

Barbara Stanwyck, who finished "Cattle Queen of Montana" two weeks ago for Benedict Bogeaus, will make another picture for the independent producer in October. The movie is entitled "Bow Tamely to Me," based on a magazine story by Kenneth Perkins.

The adventure-romance is set in Burma before World War II and calls for two leading men, both yet to be chosen. One is an American soldier of fortune with a criminal record, the other a British officer who directs the hunt for him in the jungle. Miss Stanwyck will be romantically involved with both men.

Mr. Bogeaus has a production-distribution agreement with R.K.O. Radio Pictures for two films.

Republic Studios Continue To Grow

Construction is underway of an office building at the Republic Pictures Studio in North Hollywood.

The building represents the climax of a $3,000,000 expansion and improvement program started three years ago.

Herbert J. Yates, president, announced that the building, together with new facilities for film editing and projection rooms and the installation of modern equipment, will cost the company $1,000,000. Last year, Republic added four sound stages.

"Since then our production program has been revised for large-scale production," Mr. Yates said. "We will continue our expansion program as conditions dictate."

Six features were listed by Mr. Yates as comprising the studio's immediate theatrical production program. These are, "Timberjack," "Magic Fire," a life of Richard Wagner; an untitled feature to be directed by John Ford; "Rebel Island," an action romance to be shot in the Bahama Islands; "The Admiral Hoskins Story," and a screen play about Texas, yet untitled, to be directed by Frank Lloyd.

AA President Broidy Appoints Rodgers

William F. Rodgers, former vice-president and director of Loew's Inc. and general sales manager for MGM, has been engaged by Steve Broidy, president of Allied Artists, as adviser and consultant to AA in its stepped-up program of quality pictures.

The prime function of Mr. Rodgers will be to advise in the handling and distribution of such coming AA projects as an untitled William Wyler production, starring Gary Cooper; John Huston's version of Kipling's, "The Man Who Would Be King," with Humphrey Bogart and Billy Wilder's "Ariane."

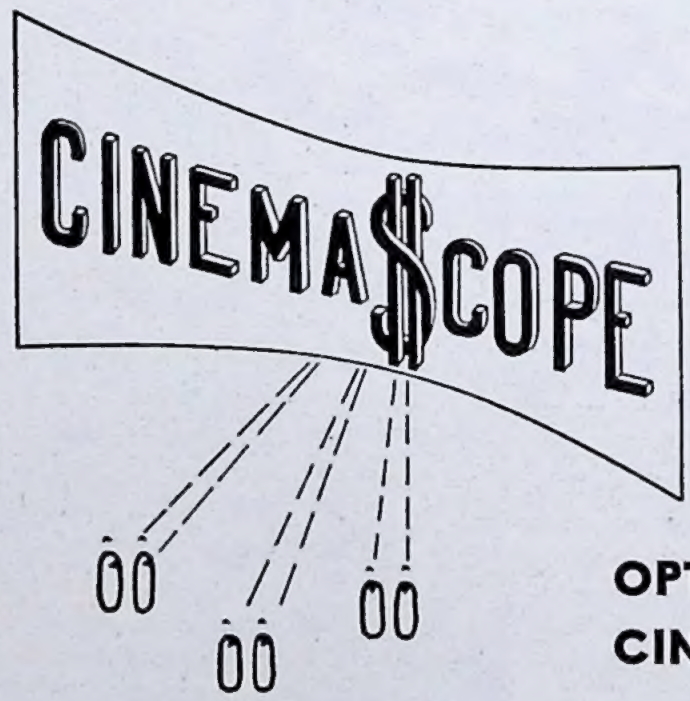
FRANKLIN

(Continued from Page 1)

to be built and equipped for the new panoramic screen and new sound system. The building is to be air-conditioned.

Its cost has been estimated at about $200,000. Plans are for a two-storey brick, steel and concrete building which will also contain shops and offices.

The new unit will be the eleventh in the Franklin-Herschorn chain, including drive-ins at Sydney, Halifax and Saint John.



ALL EYES ARE ON

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Separate Theatre Set-Up For Loews — Effective Last Week

Directors of Loew's, Inc., voted last week to increase the quarterly dividend from 20 cents to 25 cents a share. It will be payable Sept. 30 to holders of record of Sept. 14.

The board of the production and distribution company that continues under the name of Loews, Inc. also elected as new directors Charles M. Reagan, general sales manager, and Benjamin Melnicker, attorney. They succeed Joseph R. Vogel and Leopold Friedman, who recently resigned to become directors of Loew's Theatres Inc., the new theatre holding company formed to meet the requirements of the U.S. Governments consent decree in the separation of motion picture production from theatre operations. Mr. Vogel is president and Mr. Friedman, vice-president and treasurer of the new company.

Mr. Reagan and Jesse Thurston Mills, the controller, were elected vice presidents of Loews Inc. Irving H. Greenfield was made secretary to succeed Leopold Friedman, who resigned, while Marvin Atlas was made assistant secretary.

J. Robert Rubin resigned as a vice president and general counsel of the company, but will continue as a member of the board.

Nicholas M. Schenck will conitnue as president of Loews, Inc.

The Prodigal

Richard Thorpe will direct and Charles Schnee will produce "The Prodigal" for Metro with Lana Turner and Edmund Purdom set for leading roles.

Goldwyn Sets Award For Creative Writing

The University of California has accepted a gift from Samuel Goldwyn, for the establishment of an annual $1,000 award for the "Best Creative Writing" submitted by a student in yearly university competition.

The writing prize will be known as the Goldwyn Award. The University also revealed that Mr. Goldwyn last year had made a grant to the university's medical school for a four-year scholarship totalling $2,000 annually. The funds for both are provided through the Samuel Goldwyn Foundation, which was set up about ten years ago.

New Production Co.

Anne Baxter and Russell Birdwell, a press agent, announced the formation of B. & B. Productions, Inc., to make a film version of "They Call Her Woman." Aben Kandel has arrived in Hollywood to write the adaptation of his own novel.

Mr. Birdwell said he and Miss Baxter expected to work out an arrangement with a major studio to make the film before she has to report for work at Paramount in "The Ten Commandments."

Gordon Lightstone (seated, center), Canadian general manager for Paramount Pictures, photographed at last week's (Sept. 1-3) top-level company sales conference at the New York home office. Seated with Lightstone are (left) Oscar A. Morgan, Paramount Short Subjects and Newsreel Sales Manager, and Buck Stoner, Central Division Manager. Standing, left to right, are: John G. Moore, Assistant Eastern Division Manager; H. Neal East, Assistant Western Division Manager, and A. M. Kane, South Central Division Manager.

TELE-NEWS

HISTORY OF TV

(Continued)

1929

Zworykin announced the invention of a non-mechanical receiver using a special cathode-ray tube called the Kinescope.

Color television picture the size of a postage stamp sent by wire from one end of a room to the other. . . . In Germany the French Co. was formed, using mechanical television.

1930

NBC opened experimental television station atop New York's Amsterdam theatre. . . . Television pictures shown on 6 foot by 8 foot screen at RKO-Proctor's 58th St. theatre, N.Y.

Two-way telephone television demonstrated, speakers at either end of a three-mile telephone line seeing one another as they chatted. . . . In Sweden the Baird Co. demonstrated television in a Stockholm movie theatre.

1931

Beam of light used instead of wire or radio wave to send television picture across Schenectady laboratory. . . . Television shown on 10-foot screen in Broadway theatre.

Five television stations went on air with experimental programs. They were: RCA-NBC, CBS and Gimbel Brothers in New York; General Electric in Schenectady; and Don Lee in Los Angeles.

General Electric sent geometric patterns through the air to Berlin, Germany.

(To be continued)

SHELLY

(Continued from Page 1)

pany is currently located in the Small Arms plant in Lakeview, a short distance away from the new site.

Reeve Marie Curtis of Long Branch, predicted in a statement to the Toronto press, that she expects Long Branch to become the TV film centre for Canada. Reports have been published, that a Hollywood producer, unnamed, is due in Toronto, to investigate the possibility of locating a further studio in the same area.

The Vanishing Prairie

Walt Disney's "The Vanishing Prairie" has established a box-office record at the Fine Arts Theatre, New York, for the first week of its world premiere engagement, with a gross of $22,400, according to the management. To accommodate crowds, the theatre now opens its doors every day, except on Sunday, at 10:30 a.m.

Pat Henning (left), who is appearing with Roy Rogers (right) at the CNE Grandstand show, will be seen in Columbia's "On The Waterfront" opening at the Imperial, Toronto, next week.

Ken Johnson meets Maurice Denham, star of THE PURPLE PLAIN, at the J. Arthur Rank Organization head office at South Street, London.

LYTELL

(Continued from Page 1)

space in newspapers alone.

Bert Lytell, who is president emeritus of Actor's Equity visited 18 American cities, as well as Ottawa, Montreal and Toronto, where he was accompanied by Sam Glasier, head of Fox's Canadian publicity.

In Montreal, he had a personal visit with Morgan Powell, Dean of Canadian critics and attended a reception at the Mount Royal Hotel, for the press, radio and TV representatives.

In Ottawa, Mr. Lytell did a live broadcast with former Toronto broadcaster Gord Atkinson for station CFRA, was interviewed by Jay and Ginger, station CKOL. Guest speaker at the Kiwanis luncheon at the Chateau Laurier, he attracted a record crowd of 400, the largest in many a year, for the weekly luncheons. For the balance of his stay in Ottawa, he was the guest of the Central Canadian Exhibition at Lansdowne Park. A press and radio reception was also held at the Chateau Laurier.

The wind-up of his tour for "The Egyptian," before returning to New York, was a hectic two-day stay in Toronto. He appeared with Jay and Ginger and was interviewed by Yvonne Vickers for two separate programs on station CKEY, finishing his radio stint with a taped session for a national hook-up over CBC on "At Home With The Lennox's. His first day came to an end with a press, radio and TV reception at the Royal York with over 40, turning out to meet him.

His last day was spent as the guest of the Canadian National Exhibition. Interviewed by Jane Grey for station CHML (Hamilton) on a program, originating at the CNE, Mr. Lytell was heard by over a hundred thousand visitors at the Fair grounds, as the program is sent through the EX's PA system, at broadcast time. Guest of Honor at the Auto Day luncheon, hosted by the directors of the CNE, Mr. Lytell was later taken on a Cook's tour of the world's largest fair, as the personal guest of Bert Powell, CNE public relations and advertising manager.

DAY BLOOM

Day Bloom, wife of Sam Bloom, B & F Theatres, died last Thursday, September 2, at the Private Patients Pavillion, Toronto General Hospital. Funeral services were held at the Funeral Chapel of A. W. Miles on Sunday afternoon. Internment, Holy Blossom Memorial Park.

Across the Country

(Continued from Page 3)

phonic Magnetic Sound and also opened with "The Robe" on Sept. 6.

• • •

Mr. Thomas Mackey replaces Mr. Al. Murphy as manager of the Midway Drive-in theatre (Franklin-Herschorn Circuit) at Sydney, N.S.

• • •

The Franklin family were hosts at a private screening at their Grand-Bay Drive-in theatre recently The invited guests were managers and staffs of the various exchanges and theatre circuits. After the screening refreshments were served in the cafeteria.

Vancouver

The current release of "Eye Witness', a National Film Board short subject, includes a story of a B.C. stern wheeler, The Minto.

• • •

Jack Ellis, formerly with the Odeon circuit in Vancouver and now manager of the Royal and Studio theatres in Moose Jaw, Sask., is spending his vacation on the Pacific. Fred Robson, service manager for Perkins Electric, is the father of a baby boy.

• • •

Jim Fitz-Henry is back as manager of the Odeon-Haney, in the Fraser Valley after spending a year in California for health reasons. He replaces Steve Allen who returns to the Odeon in Victoria as assistant manager.

• • •

Dave Griesdorf's son, Norman, was in town on his way back from a four-month stay in Hollywood.

• • •

Robert (R. J.) Hayter, brother of Earl Hayter, Odeon supervisor, has joined International Film Distributors as branch manager of the 16mm. division.

• • •

Harry Hargraves, former assistant at the Orpheum who moved to California, is now assistant booker at the Los Angeles branch of MGM. Gordon West, former B.C. exhibitor, who formerly ran theatres upcoast from here and moved to California, was on film row looking up his many friends. He now operates a theatre at Fillmore, California, and recently installed CinemaScope, he reports.

• • •

The Dominion, Vancouver and the Odeon, West Vancouver, installed wide screens. A shortage of lenses is holding up theatres from installing CinemaScope, equipment dealers reported.

• • •

The Yorkton International Documentary Festival, the third of its kind, takes place in the Saskatchewan town on Oct. 20-21-22. There will be five categories of films accepted for the 16mm. Festival.

At the Toronto reception for Bert Lytell, he was welcomed by leading women representatives of Press, Radio and Television. (Left to right) Joy Davies, TV Commentator; Margaret Aitken, Member of Parliament, Telegram; Yvonne Vickers, CKEY; Bert Lytell; Leigh Lee, CHUM, Ruth Schwartz, Associate Editor, Chatelaine and Doris McCubbin, Assistant Editor, Chatelaine.

PARAMOUNTEERS

(Continued from Page 1)

by A. W. Schwalberg, president of Paramount Film Distributing Corp.

A visit with Bill O'Neill, secretary-treasurer of Canada's Paramount organization, who joined the company in February of 1920 as an auditor, filled in the gaps in the 35 year background of the firm in Canada.

Starting out in September 15, 1919, as the Famous-Lasky Film Service Ltd., the company's Canadian head-office was located at 208 Victoria St. and moved to its present location in 1925, when the present building was erected. A new and more extensive building is now being contemplated.

The present name of Paramount Film Service Ltd. was incorporated on June 1, 1931. The offices in Canada were opened by George W. Weeks, who became the first Canadian general manager. Mr. Weeks was followed by W. A. Bach in 1922, Jerry Akers, the fall of that year, by Bill Reisman in 1923, Morris Milligan in 1925, Del Goodman in 1939, with the present general manager, Gordon Lightstone taking over the reigns in 1942.

The top stars developed by Paramount over the years led to the top grossers, that have become a byword amongst exhibitors the world over. In Canada, as in most countries, where the Paramount trade-mark has appeared, such titles as "Ten Commandments," "Beau Geste," "Wings," which according to Bill O'Neill was the first wide-screen feature made, was shown at the Princess theatre, Toronto, way back in 1928; "The Covered Wagon," "The Sheik," "Behind The Front," "Unconquered," "Blue Skies," 'Going My Way," "Samson And Delilah," "The Greatest Show On Earth," and "Shane" rung up records. This is the 35 year heritage that is now leading to the release of one of the strongest groups ever offered in any sales drive.

The present Drive will concentrate on "Living It Up," "Knock On Wood," "Sabrina," "Rear Window," "Ulysses," and "White Christmas."

Old timers still with the company are Leo Haag, who started as an accountant in 1919; Pete Ward in 1919; Edna Gordon, starting as a stenographer in 1921, and now head booker; Charley Doerr, 1921, and now chief reviser and operator; Mabel May, 1925, contract department; Ambrose Theurer, 1927, shorts subject booker and Bill Turner, 1928, now film inspector.

By MAX CHIC

Congratulations to one of **Variety Club's** main supporters, **Jack Kent Cooke,** owner of the Toronto Maple Leafs, for bringing home the International League Pennant after an absence of 11 years . . . **Lionel** and **Bob Lester's** Studio, Toronto, is presenting a weekly Italian newsreel, flown direct from Rome . . . Italian feature films are also being shown which come straight from the Italian Hollywood.

The 1954 Pioneer of the Year Selection committee met last week to go over names submitted by the Pioneer membership for this year's Award Dinner . . . committee consists of **J. J. Fitzgibbons, Hugh Sedgwick, Jule Allen, Oscar Hanson** and **Hye Bossin . . . Win Barron** is busy making up a special salesbook containing 11 x 14 stills and synopsis of Paramount's coming product . . . it's an eyeful.

MGM in Canada will re-issue "Random Harvest" in wide-screen . . . the film opens at the **Loew's Uptown,** Toronto, shortly . . . what film opening in Toronto was billed as the North American Premiere and had already opened in Vancouver a week previous . . . **Dave Coplan** is busy at his new job at **Audio Studios.**

Pat Henning, who is appearing at the **CNE** Grandstand Show with **Roy Rogers,** also appears in a key role in Columbia's "On The Waterfront" . . . **Pat** who does comedy bits in his personal appearances has been consistently killed off in every film he has appeared in . . . **Sam Glasier** reports the opening of **Darryl Zanuck's** "The Egyptian" at Famous Players flagship, the Imperial, Toronto, on September 24.

Anne Kaplan, of Paramount's headoffice in Toronto is soliciting membership amongst the female population in the film industry for the Women Of The Motion Picture Industry Club (WOMPI) . . . there are four clubs in the US, with a National Convention scheduled for Dallas, September 18 . . . . the purpose, which we heartily endorse, "to promote a feeling of closer friendship and better relationship among the girls of the Industry."

The Event Of The Week . . . the continued record-breaking crowds which the **CNE** has been attracting every day since its opening.

Reap The Wild Wind

Cecil B. DeMille's 1942 production of "Reap the Wild Wind" will be re-issued by Paramount late in October. It will be the first DeMille picture on the market since "Greatest Show on Earth."

Film, which will be given the wide-screen treatment, has Ray Milland, Paulette Goddard and John Wayne in the top roles. In selling the film this second time, Paramount will no doubt underline Susan Hayward, who had featured billing but is now an important marquee name.

24 C'Scopes In Toronto

Toronto now has 24 CinemaScopes, by far the most for any city in Canada. The latest installations are at Loew's Uptown and the Park and Birchcliffe theatres, units of 20th Century Theatres. The screening room of 20th Century-Fox Film Corp, is also to be the first of the trade theatres with C'Scope equipment.

Peerless Films Get JARO Distribution

Joe Bermac, sales manager of Peerless Films, announced over the week-end that all Peerless films, in Saint John, Winnipeg, Calgary and Vancouver would be distributed through the JARO branch offices in the above territories. Toronto and Montreal will still be handled through Peerless offices.

Ready and in release are "Country Parson", "Man Of Conflict", starring Edward Arnold; "Born To The Saddle", in color and with Leif Ericson; "Love Island", starring Eva Gabor in color; "Marika" with Marika Rok in color; "Daughter Of Darkness" with Anne Crawford and Maxwell Reid; "The Robot Monster" in 2-D and 3-D.

As well as the above new releases, Peerless has available a number of re-issues.

Jack Roher, general manager of Peerless Films, and a familiar figure on Toronto's film row, now headquarters in Montreal.

Trans-Canada

USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
3rd week. The High And The Mighty (WB) C'Scope & WarnerColor with John Wayne.

SHEA'S
Sabrina (Par.) with Humphrey Bogart, Audrey Hepburn & William Holden.

UNIVERSITY
2nd week. About Mrs. Leslie (Par.) with Shirley Booth.

EGLINTON
2nd week. Demetrius And The Gladiators (Fox) C'Scope & Tech. with Victor Mature.

NORTOWN
Knock On Wood (Par.) Tech. with Danny Kaye.

ODEON
2nd week. Magnificent Obsession (E-U) Tech. with Jane Wyman.

UPTOWN
2nd week. The Black Shield Of Falworth (E-U) C'Scope & Tech. with Tony Curtis.

LOEW'S
2nd week. Seven Brides For Seven Brothers (MGM) C'Scope & Color with Jane Powell.

HYLAND & CHRISTIE
Doctor In The House (JARO) Tech. with Dick Bogarde.

INTERNATIONAL CINEMA
An Inspector Calls (IFD) with Alistair Sim.

MONTREAL

PALACE
2nd week. River Of No Return (Fox) C'Scope & Tech. with Marilyn Monroe.

LOEW'S
3rd week. Gone With The Wind (MGM) Tech. with Vivien Leigh.

PRINCESS
Francis Joins The WACS (E-U) with Donald O'Connor.

CAPITOL
Living It Up (Par.) Tech. with Martin & Lewis.

AVENUE
2nd week. Man With A Million (JARO) Tech. with Gregory Peck.

KENT
2nd week. The Living Desert (RKO) Tech.

ORPHEUM
Adventures Of Robinson Crusoe (UA) with Don O'Herlihy.

WINNIPEG

CAPITOL
Sabrina (Par.) with Humphrey Bogart, Audrey Hepburn & William Holden.

LYCEUM
Dangerous Mission (RKO) Tech. with Victor Mature.

MET
3rd week. Gone With The Wind (MGM) Tech. with Vivien Leigh.

ODEON
2nd week. Man With A Million (JARO) Tech. with Gregory Peck.

GAIETY
Indiscretion Of An American Wife (Col.) with Jennifer Jones.

GARRICK
Apache (UA) Tech. with Burt Lancaster.

VANCOUVER

CAPITOL
Sabrina (Par.) with Humphrey Bogart, Audrey Hepburn & William Holden.

ORPHEUM
3rd week. Gone With The Wind (MGM) Tech. with Vivien Leigh.

VOGUE
Doctor In The House (JARO) Tech. with Dirk Bogarde.

STUDIO
2nd week. An Inspector Calls (IFD) with Alistair Sim.

CALGARY

CAPITOL
The Student Prince (MGM) C'Scope & Color with Ann Blyth.

PALACE
Living It Up (Par.) Tech. with Martin & Lewis.

GRAND
Apache (UA) Tech. with Burt Lancaster

UPTOWN
2nd week. Magnificent Obsession (E-U) Tech. with Jane Wyman.

SAINT JOHN

STRAND
Magnificent Obsession (E-U) Tech. with Jane Wyman.

CAPITOL
The Man With The Iron Glove (Col.) Tech. & Last Of The Duannes (Fox).

PARAMOUNT
Sabrina (Par.) with Humphrey Bogart, Audrey Hepburn & William Holden.

Universal will produce a featurette in CinemaScope titled "Music In Faith" . . . it will accompany U-I's release of its CinemaScope feature, "Sign Of The Pagan" . . . **Richard Conte** will replace **Jack Palance** in AA's "The Big Combo" . . . **Ernest Hemingway** has signed to write and appear in a film about big game hunting in association with **Frank McCarthy,** public relations executive for Fox . . . no distribution has been set.

Columbia's "The Caine Mutiny" is a top contender for the grand prize at the Venice Film Festival . . . Columbia's "On The Waterfront," Fox's "Three Coins In A Fountain" and MGM's "Executive Suite" are also being shown at the Festival.

"I'll Cry Tomorrow," **Lillian Roth's** tale of 16 years of alcoholism will be made by MGM with **Dore Schary** signing **Susan Hayward** for the starring role . . . **Marilyn Monroe** in New York and goes before the CinemaScope cameras for on location shots in Fox's "The Seven Year Itch" . . . Columbia will release the new **Alec Guinness** film, "Madam Will You Walk," now in its final stages of planning.

Judy Canova, starring for Republic in "Carolina Cannonball," has just finished 3 days of shooting on the Mojave desert . . . the **Hecht-Lancaster** production company are busy preparing a $12,000,000 program of pictures for United Artists, following the record breaking release for their first production "Apache' . . . **William Holden** and **Deborah Kerr** have been assigned the leading roles in the forthcoming **Perlberg-Seaton** production "Magnificent Devils," for Paramount.

Premiere date for Warner's "A Star Is Born" starring **Judy Garland,** has been advanced to September 29 at the RKO Pantages, Hollywood . . . **Joan Greenwood,** British stage and screen star has reported to MGM for her role in "Moonfleet" . . . **Audrey Totter, Howard Duff** and **Cleo Moore** have been added to "Women's Prison," a **Bryan Foy** production for Columbia and starring **Ida Lupino.**

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